



ACCORDING to our incomplete count taken at our three entrances, over 45,000 entered our store on Friday and Saturday—an immense concourse of people. It was a distinct ovation—a hearty outpouring of eager patrons such as was never witnessed before in any city West of the Mississippi, and they secured bargains in stylish, new seasonable goods that were the greatest ever given by any St. Louis store.

The May Co.
Washington Ave. and Sixth Street.

WE Repeat our Challenge—A challenge which has never been met. To-day and every day we absolutely guarantee every price quoted on articles of the same kind, to be positively lower than those offered by any store. Moreover, if in some instance, a price be made by any store less than we quote, we will meet it and sell for less. This is the broadest guarantee ever made—a guarantee that absolutely protects you.

Monday Morning We Will Begin Anew With Challenge Bargains Even Greater Than Last Week!

A Great Hosiery Challenge

14c for Children's Warm wool cashmere Hosiery, in black; heavily ribbed; seamless foot and merino toe and heel; sizes 5 to 9 inches. Regular 25c values—Challenge price **14c**

Children's Heavy-Weight Ribbed Black Cotton Hose, with Irish linen knee—double sole and heel—the never-wear-out kind, so the mothers say. 35c grade **22c**

Children's Black Heavy Ribbed Cotton Hose, seamless foot, double sole, heel and knee—splendid wearing. Sizes 6 to 10. 19c value. Challenge price **11c**

Men's Cashmere Half Hose—in black and Colonial gray—seamless foot—merino heel and toe. Sizes 9, 10, 10½ only—25c value. Challenge price **15c**

33c Women's Black Fleeced-Lined Hosiery, with double sole and heel—full fashioned. Sizes 8 to 10—35c value. Challenge price **25c** Monday only.

25c Women's Black Wool Cashmere Hosiery, with merino heel and toe—full fashioned—50c value. Challenge price **33c**

25c Women's Black Extra Heavy Cotton Hosiery, full fashioned and double sole—50c value—Challenge price **25c**

Main Floor—Aisle Two—Quick Service.

Challenge Sale of Evening Gowns

A Distinct Sacrifice of about 200 handsome evening reception dresses and dancing frocks—exclusive designs and copies of French models. We displayed similar styles during our opening and the Horse Show, and the Horse Show Commission awarded us first prize and blue ribbon.

Hundreds have been sold and now we are ready to close out the remaining 200 at the greatest sacrifice ever named on elegant garments.

To these we have added a number of handsome sample gowns from New York's best designers. Remember, the social functions are only just beginning, and this is the opportunity of all opportunities to select several beautiful creations at wonderfully low prices at this store to-morrow.

\$30.00 to \$35.00 Costumes; Challenge Price only	\$19.50
\$37.50 to \$45.00 Costumes; Challenge Price only	\$22.50
\$50 to \$55.00 Costumes; Challenge Price only	\$29.50
\$65 to \$75.00 Costumes; Challenge Price only	\$39.50
\$80 to \$90.00 Costumes; Challenge Price only	\$49.50
\$95 to \$110 Costumes; Challenge Price only	\$59.00

Imported Costumes at cost, Challenge prices \$75 to \$200.
Second Floor—Five Elevators and the Moving Stairway.

Challenge Bargains in China

\$3.23 A feature in Toilet Sets heads the list for to-morrow. Handsome 12-piece Toilet Sets, carefully decorated with gold ornaments, and tinted in dainty pink and blue effects. Clever shapes. Real \$5 values at **\$3.23**.

\$2.48 for \$4.48 Cut-Glass Berry Bowls, in deep, round shapes. These are beautifully cut and carefully finished. Brilliant and most dazzling effects.

\$1.97 for Wm. A. Rogers' Knives and Forks, with plain or fancy handles. Each piece 12 pennyweight and stamped "Wm. A. Rogers."

\$7.48 for 100 Dinner Sets of 100 pieces, handily decorated. These come in embossed patterns in American porcelain with gold decorated knobs and handles and gold-trimmed sides. Challenge Price **\$7.48**

Fourth Floor—The Busy China Store.

\$6 and \$8 Coatings at \$1.50

A fortunate purchase of high-class Coatings in short lengths gives you the greatest of all opportunities to buy the finest goods at a ridiculous price. Included are elegant Vicunas, Meltons, Kerseys, Astrakhans, Montagnacs, Diagonals, Beavers, etc. These are heavy all-wool cloths, which are especially adapted for women's short jackets, boys' reefers and boys' topcoats, and they come in blue, black and brown. Not one yard is worth less than \$5 to \$8. In the great Challenge Sale they go at less than the cost of duty. Take your choice at **\$1.50** the yard.

37c For 42-inch 50c Panamas, in black and colors, for street wear. These are strictly hand-twisted all-wool yarn fabrics, and are really worth 50c. Challenge Sale price, yard, **37c**

44c French Serges and All-Wool Henriettas in all the wanted colors. Real 85c value. Challenge price, yd., **44c**

52-inch Black Venetians—Fine twill medium-weight goods in all wool; \$1.10 values—Challenge price, yd., **86c**

60c Dress Goods 44c—40-in. Fancy Tweed Mixtures in green, brown, gray and red effects. Regular 60c value. Challenge price, per yard, **44c**

\$1 Black Cheviots 58c—54-inch Black Cheviots in a beautiful \$1 quality; a medium weight and all wool. Challenge price, per yd., **58c**

Wonderful Lace Challenge Bargains

19c for 45c to 65c Laces—a mixed lot of beautiful goods in Point Venise bands, medallions, appliques; also butter and Arabian net top laces with Point Venise edge; Challenge price, the yard **19c**

45c for \$1 to \$2.50 Laces—Point Gaze festoon, appliques in bluebell and pompadour effects. Battle festoons, Venise scroll applique, 6 inches wide; baby Irish and large heavy designs; Challenge Sale price, per yard, **45c**

59c For 75c Louisiana Silks, in beautiful checked designs, in a great variety of colors for waists and dresses; regular price 75c; Challenge Price Monday, per yard **42c**

58c 50c Silks at 45c—27-inch white Japanese Silks, in an extra good quality for dresses, waists and underwear; 50c quality; Challenge Price, yard **48c**

58c 50c Silks at 45c—27-inch white Japanese Silks, in an extra good quality for dresses, waists and underwear; 50c quality; Challenge Price, yard **48c**

Main Floor—Aisles Two and Three.

85c Silk Broadcloth Only 58c

Silk Broadcloth is a new creation in the silk world—an ideal fabric for costumes, street and evening wear. It's all silk, bright and lustrous, and is the same both sides. It will not spot and can be washed if you desire. We are sole St. Louis agents for this peerless silk, and show it in every shade and black, and every yard is absolutely warranted. Wherever shown, the regular price is 85c—and they're worth it. Do not fail to see these beautiful silks at the wonderful Challenge Sale Price of only **58c** the yard.

58c 10-inch Black Rustling Taffeta, 61 Radio Silks 84c—20-inch colored Silks in a very bright 69c grade; Challenge Sale Price **48c** Monday at only, per yard **48c**

59c 50c Velveteens at 45c—Handsome 23-inch black Velveteens, with the soft chiffon finish for full suit; Challenge Price for Monday is only, per yard **43c**

59c For 75c Louisiana Silks, in beautiful checked designs, in a great variety of colors for waists and dresses; regular price 75c; Challenge Price Monday, per yard **42c**

Main Floor—The Silk Store of St. Louis.

Challenge Sale of Pictures

39c for oval and panel shape picture frames with gilt and ebony finish for photos and water colors—65c values—our price **39c**

98c 51.50 Pictures at 98c—Handsome Large Parlor Mirrors, in oval and oval pictures for bedroom and parlor—ornamental frames—real value \$1.50—Monday **98c**

Fourth Floor—Picture Store.

Men's Underwear Challenge

69c for Men's \$1 Shirts and Drawers, in winter weight, natural wool—good warm garments in all sizes—\$1 value, price **69c**

33c 50c Underwear at 33c—Men's light-weight Merino Shirts and Drawers in camel-hair color, natural **33c**

44c Men's Shirts and Drawers in heavy winter weight cotton ribbed, white have silk front, drawers have wide elastic band. 50c values—Monday Challenge Sale Price **44c**

69c 51.50 Underwear at 69c—Men's heavy-weight natural wool shirts and drawers, 50 per cent wool. All sizes and 50c values. Challenge Price **69c**

Main Floor—East Door Direct.

Special Notice

All charge purchases made Monday and Tuesday will be entered with the November purchases, and the bill will be rendered December the First.

1/2 for High-Grade Corsets

A Corset Challenge that will wake things up in St. Louis. We include the highest class Corsets in this sale of all sales, namely, the La Vida, W. B., R. & G., P. N., American Lady, etc. These are broken lines, but in the regrouping we have every size. Don't miss these wonderful Challenge bargains.

\$12 Corsets—Challenge price \$3.98	\$10 Corsets—Challenge price \$3.98
\$8 Corsets—Challenge price \$3.98	\$6 Corsets—Challenge price \$3.98
\$4 Corsets—Challenge price \$3.98	\$2 Corsets—Challenge price \$3.98
\$1 Corsets—Challenge price \$3.98	\$1 Corsets—Challenge price \$3.98

R. & G. Tape Girdles at 39c

Second Floor—The Moving Stairway.

\$5 Trunks \$3.98

Challenge Sale

\$3.98 for Canvas Trunks with sole leather straps, heavy brass mountings, good lock and catches; \$5 values—Challenge Price **\$3.98**

Fourth Floor.

Delmonico Fudge 10c

10c—As a special treat to-morrow we will offer our best Delmonico Fudge in chocolate and vanilla flavors at, box, **10c**

Our Fudge Mixture at 25c equals the usual 50c candies.

Main Floor—Rear.

Challenge Sale of Art Linens

39c For Beautiful Linen and Union Linen Squares, 30x30 inches, with spoke hemstitching and one row of drawwork. Three charming patterns in the usual 50c and 65c values. Challenge price **39c**

4c 6-inch Tenebris Napkins, with linen center and six handmade wheels; 6 to a patron, each **4c**

95c 14-inch Remembrance Squares in round and square shapes; 24 inches in diameter; linen centers; these are real \$1.50 values—the Challenge price is **95c**

The Economy Basement's Challenge Bargains are Surely Wonders.

1.79 For \$3.50 Silk Petticoats—Don't ask how we can do it—just come and get one—that's all we will allow a patron at this price. Its the greatest value you ever saw and they come in black and colors with deep accordion plaits, ruffled flounce. Challenge price **\$1.79**

1.98 For Children's \$3.50 Coats in the Peter Thompson styles, with emblem on sleeve and collar. These come in heavy Melton cloths and always sell at \$3.50. Challenge Sale Price only **\$1.98**

12 1/2c For 25c Scotch Flannels in the 32-inch width. These come in beautiful patterns and are ideal for Pajamas, Night Robes, Negligee Shirts, etc. Challenge Price, per yard **12 1/2c**

4.95 For Children's \$6.50 Coats, in all-wool Kersey with fancy braid trimming; belted back styles with ornamental buttons and patch pockets. These come in brown, blue, red and green. Challenge Price, only **\$4.95**

79c For \$1.50 Waists of pretty white and black checked fleeced flannelette in the newest style, trimmed with buttons. New long cuff style, so very popular. These are genuine \$1.50 values. Challenge Price **79c**

77c Women's School Hats with wide turn-down brims and silk ribbon bands; navy, black, brown and red; \$1.50 values. Challenge Price to-morrow **77c**

19c 10c for Infants' 25c Flannelette Petticoats, made on elastic waistbands. The body of skirt is full length and wide. Challenge Price **19c**

45c Women's Flannelette Petticoats 45c—in red or blue checks, made with deep blue, trimmed with embroidered scalloped edges. 50c values. To-morrow **45c**

48c Flannelette Bedding Sacquos 48c—in dark colors only; fitted back and flannelette style; 50c values. Monday **48c**

8c 12c Towels 8c—12 dozen Union Hank Towels with white borders; extra size and weight. Challenge Price, doz. **8c**

6 1/2c 10c Black Towels 6 1/2c—12x24-inch Black Towels with red borders; extra size and weight. Challenge Price, each **6 1/2c**

18c Elegant Damask Towels in the 21x36-in. size, hemstitched or fringed; absolutely all day; 20c values. Challenge Price, each **18c**

\$3.95 50c Down Comfort, 50c—These are well filled with light downy down and covered with French flannelette. 50c values. Challenge Sale Price **\$3.95**

\$2.25 Gray Wool Blankets—They are 10-4 size, in natural gray, well bound, value \$1.50. Monday, **\$2.25**

\$3.75 11-4 All-Wool Blankets, weighting fully 14 pounds. They are attractively bound; never sell for less than \$1.50. Monday, pair **\$3.75**

49c 50c Sheets at 49c—They are fully 24 yards in size, nicely made and finished; value 50c each. To-morrow's Challenge Price **49c**

6 1/2c Extra Heavy Embroidered Cotton, with good heavy border, 12 inches wide; value 8c. To-morrow's Challenge Price, yd. **6 1/2c**

2 1/2c 7c Standard Prints 2 1/2c—Here is a bargain that stands as a wonderful example of bargain giving. It's absolutely unmatchable in any store in the land. Thousands of yards of standard prints in light and dark grounds that sell regularly at 7c. Your choice in Challenge Sale at, yd. **2 1/2c**

\$4.25 White Wool Blankets in the 11-4 size; with handsome border; 5 values. Monday, **\$4.25**

9c 12c Canton Blankets to yard—An elegant soft finish and extra heavy weight; value 12c. Challenge Price to-morrow, yard **9c**

55c German Damask 55c—An all-ture flax Table Damask, 45 inches wide, soft and pliable; value 55c. Challenge Price, yard **55c**

69c 50c Belgian Damask 60c—All pure linen Table Damask, in a great variety of new patterns; extra heavy weight; value 75c. Challenge Price to-morrow, yard **69c**

2c Hair Ribbon 2c—Pretty Hair Ribbon in all silk, for fancy work, etc.; all colors; regular price 2c. Challenge Price Monday **2c**

10c 25c Pillow Tops and Backs, in good designs; 25c and 50c values. Challenge Price to-morrow, each **10c**

25c 50c 25c—A wonderful bargain in Alligator Shopping Bags, with 1-inch frames; 25c values. Challenge Price to-morrow **25c**

69c 50c 50c—A wonderful bargain in Kid and Box Calfs shoes, in button and lace styles, with light or heavy soles; value 75c to 90c; regular \$1.50 values. Challenge Price **69c**

14c 100c 100c Restaurant Napkins, ready hemmed ready for use; nice patterns only; a good substantial quality. Challenge Price Monday, the doz **14c**

11 1/2c 12c 12c—A wonderful bargain in 12c Turkish Towels, secured at a great reduction. These are extra heavy hemmed towels; double pile; the 12c values. Challenge Price, each **11 1/2c**